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Message Text

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ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W
---------- 101624
R 141543Z JAN 74
FM AMEMBASSY THE HAGUE
TO USDOC WASHDC
INFO SECSTATE WASHDC 2748
AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 201

BRUSSELS FOR ROD GRANT

E.O. 11652: N/A
TAGS: BEXP, NL
SUBJECT: POSSIBLE INCOMING TRADE MISSIONS TO U.S.

REF: DEPT A-6967

1. EMBASSY RECENTLY HAD MEETING WITH DILIGENTIA B.V. (SEE BELOW) TO REVIEW LISTS OF US TRADE SHOWS, CONVENTIONS ETC, AND TO DESIGNATE THOSE DILIGENTIA THOUGHT MIGHT FIT ITS VARIOUSN FIELDS OF INTEREST AND THEREFORESBE CANDIDATES FOR IPS SPECIAL DEPARTMENT FOR ORGANIZING GROUP TRIPS FROM THE NETHERLANDS TO COMMERCIAL-ORIENTED EVENTS IN OTHER COUNTRIES. EMBASSY AGREED TO ASSIST IN OBBAINING BROCHURES AND OTHER NECESSARY MATERIAL FROM THE DESIGNATED US EVENTS FOR DILIGENTIA'S FURTHER STUDY.

2. ACCORDINGLY, EMBASSY WOULD APPRECIATE USDOC ASSISTANCE IN PASSING THE MESSAGE QUOTED IN PARA 3 BELOW TO EACH OF THE FOLLOWING ADDRESSEES FOR THE EVENTS INDICATED.

(A) MR. VINCENT MCDONNEL, MANAGER
INTERNATIONAL EXPOSITIONS
200 PARK AVE., NEW YORK 10017
(MATERIAL NEED FOR TWO SHOWS (1) THE 1974 AND 1975 EXPOSITION OF CHEMICAL INDUSTRIES LAST HELD NOVMBER 73 IN NEW YORK AND (2) THE 1975 INTERNATIONAL AIRCONDITIONING, HEATING AND REFRIGER-ATION EXPOSITION.)
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(B) MR. F.J. WINTERS, SECRETARY-TREASURER AT 11 PARK PLACE, NEW YORK 11377 FOR THE INTERNATIONAL CONFERENCE AND INFORMA SHOW BEING HELD MAY 5-8, 1974 AT MIAMI BEACH.

(C) MR. MURRAY L. GRIGG, DIRECTOR AT 200 EAST ONTARIO STREET, CHICAGO 60611 FOR THE SUPER MARKET INSTITUTE ANNUAL CONVENTION AND EDUCATIONAL EXPOSITION BEING HELD NEXT MAY 5-8 AT DALLAS, TEXAS.

(D) MR. JESS WOLF, GENERAL MANAGER AT 445 PARK AVE. NEW YORK 10022 FOR THE 1974 AND 1975 ANNUAL CONVENTION OF THE INTERNATIONAL COUNCIL OF SHOPPING CENTERS LAST HELD IN MAY 1973 AT ANAHEIM, CALIF.

(E) MR. ROBERT L. CAREY, VICE PRESIDENT AT P.O. BOX 674, NEWARK, DELAWARE 19711 FOR THE PRODUCE PACKAGING AND MARKETING EXPOSITION SCHEDULED FOR DALLAS, OCTOBER 28-31, 1974.

(F) MR. E. WEBSTER, DIRECTOR AT 919-18TH ST NW, WASHINGTON 20006 FOR THE NATIONAL FROZEN FOOD CONVENTION AND EXPOSITION SCHEDULED FOR NEW YORK NEXT OCTOBER 26-31.

(G) MR. W.D. LEWIS, VICE PRSIDENT AT 7758 WISCONSIN AVE, WASH-INGTON, D.C. 20014 FOR THE 1975 EXPOSITION FOR FOOD PROCESSORS 1974 VERSION OF WHICH BEING HELD THIS MONTH IN ATLANTIC CITY.

(H) MR. REGIS DELMONTAGNE, PUBLIC RELATIONS EXECUTIVE, MATERIAL HANDLING INSTITUTE, 1326 FREEPORT ROAD, PITTSBURGH, PENN. 15238 FOR THY 1974 ANDF1975 MATERIAL HANDLING SHOW AND SEMINAR LAST HELD IN OCTOBER 73 AT SCOTTSDALE, ARIZ.

3. QUOTE.

A. AS PART OF ITS US EXPORT AND VISIT USA PROMOTIONAL ACTIV-ITIES EMBASSY FROM TIME AS BEEN WORKING TO ENCOURAGE GROUP TRIPS FROM THE NETHERLANDS TO US TRADE SHOWS, CONVENTIONS, ETC. WE RECENTLY MET WITH A DUTCH FIRM ACTIVE IN ORGANIZING AND CONDUCTING OVERSEAS GROUP TOURS AND FOUND IT TEFTATIVELY INTERESTED IN POSS-ILILITY OF MOUNTING A GROUP TRIP TO THE EVENT LISTED ABOVE WITH YOUR NAME.
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B. DUTCH FIRM IS DILIGENTIA B.V., AMSTERDAM WHICH IS A LEADING NETHERLANDS PUBLISHER OF TRADE JOURNALS (16 SEPARATE PUBLICATIONS) AND TRADE AND INDUSTRY DIRECTORIES (6) AND WHICH ALSO HAS A SPECIAL "EVENTS DEPARTMENT" FOR GROUP TRIP AND SEMINAR PROJECTS. IN 1973 THIS LATTER DEPARTMENT CONDUCTED 26 "EVENTS" INCLUDING GROUP TRIPS TO HONG KONG, ISRAEL, BRAZIL AND GERMANY FOR DUTCH AND ALSO BELGIAN BUSINESSMEN (COMPANY ALSO HAS OFFICE IN BRUSSELS). TRAVEL TRIPS ARE

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USUALLY BUT NOT ALWAYS RELATED TO THEMES COVERED BY DILIGENTIA
PUBLICATIONS AND ARE ADVERTISED IN THEM.

C. DILIGENTIA WOULD LIKE TO RECEIVE ASAP DESCRIPTIVE LITERATURE,
BROCHURES, ETC. RE YOUR EVENTS FOR ITS USE IN CONSIDERING,
PUBLICIZING, ORGANIZING, ETC. OF A POSSIBLE GROUP FLIGHT
TO IT. MATERIAL SHOULD INCLUDE USUAL DESCRIPTION OX THE EVENT ITSELF,
DATES AND PLACE PLUS AS AVAILABLE INFORMATION ON KINDS OF EXHIBITS,
HOTEL FACILITIES, SPECIAL ARRANGEMENTS IF ANY FOR FOREIGN VISITORS,
ATTRACTIVE SIDE TRIPS, ETC. SINCE EMBASSY WILL BE ASSISTING
AND POSSIBILY CO-SPONSORING FLIGHT, WE WOULD APPRECIATE YOUR SUPPLYIN
G
BY AIRMAIL DUPLICATE PACKAGES OF FOREGOING MATERIAL AS FOLLOWS:

THREE PACKAGES TO MR. H.F. VAN DER SCHAAR
STUDY EVENTS DEPARTMENT
DILIGENTIA B.V.
TESSELSCHADSTRAAT 18
AMSTERDAM

THREE PACKAGES TO HAROLD C. VOORHEES
COMMERCIAL COUNSELOR
AMERICAN EMBASSY
APO NEW YORK 09159

E. IF PACKAGES ARE BULKY POSTAGE COSTS COULD BE REDUCED BY SENDING
ALL SIX PACKAGES APO TO VOORHEES WHO WOULD BE GLAD PASS THREE
TO DILIGENTIA.
UNQUTE.
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Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: n/a
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Handling Restrictions: n/a
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